



JAMES A. NOYES, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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May 27, 2004

IN REPLY PLEASE

REFER TO FILE: **AS-0**
001462
Amendment 1

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**PEDESTRIAN SAFETY SOCIAL MARKETING CAMPAIGN
ALL SUPERVISORIAL DISTRICTS
3 VOTES**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve an amendment to Contract No. 001462 for the "Pedestrian Safety Social Marketing Campaign" with Manning Selvage & Lee, located in Los Angeles, California, to extend this Contract through June 30, 2005; to extend various task completion due dates as a result; and to allow several changes to obtain fuller benefit from the contract all at no additional cost.
2. Authorize the Director of Public Works to execute the amendment.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On November 18, 2003, Synopsis 32, your Board approved Contract No. 001462 with Manning Selvage & Lee to develop, create, produce, and execute a pedestrian safety campaign directed at youths between the ages of 5 and 18. This Contract is the result of a grant agreement between the State of California Business, Transportation and Housing Agency's Office of Traffic Safety, and the County. The grant agreement was effective from January 1, 2003, through June 30, 2004. Due to the time necessary for us to complete the process of awarding this Contract, it left the contractor only six months to complete all tasks. The State determined that it would be in its best interest and that of the County to extend the time to perform the grant agreement until June 30, 2005. Therefore, it is desirable to also amend this Contract with Manning Selvage & Lee to coincide with the revised expiration of the grant agreement and is desirable to revise several task completion dates to allow the contractor more time to complete all

tasks. It is also desirable to amend this Contract to allow the unused monies in one task to be used in other tasks thereby achieving greater benefits from the grant agreement. There is no additional cost involved. In addition, the amendment will correct a clerical error in Task Five, Schedule of Prices, by reducing the amount of the Task from \$109,000 to \$108,000 in order to not exceed the grant agreement amount of \$450,000.

Implementation of Strategic Plan Goals

This action is consistent with the County's Strategic Plan Goal of Organizational Effectiveness. This contract will continue to improve internal operations through the utilization of this contractor's expertise to effectively provide these services in a timely and effective manner.

FISCAL IMPACT/FINANCING

This amendment will not incur any additional costs. There will be no impact on net County cost.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Upon your Board's delegation of authority and approval as to form by County Counsel, the contractor and the Director will execute the amendment which will be as substantially reflected in the enclosure.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

This amendment will not result in the displacement of any County employees.

The Honorable Board of Supervisors
May 27, 2004
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CONCLUSION

One approved copy of this letter is requested.

Respectfully submitted,

JAMES A. NOYES
Director of Public Works

LG
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Enc.

cc: Chief Administrative Office
County Counsel

**AMENDMENT NO. 1 TO CONTRACT 001462
PEDESTRIAN SAFETY SOCIAL MARKETING CAMPAIGN**

This AMENDMENT, made and entered into this ____ day of _____, 2004, by and between the COUNTY OF LOS ANGELES, a subdivision of the State of California, a body corporate and politic, hereinafter referred to as "COUNTY," and MANNING SELVAGE & LEE, hereinafter referred to as "CONTRACTOR".

W I T N E S S E T H

WHEREAS: Contract No. 001462 was entered into between the County and Contractor on December 30, 2003, for a public education program to promote pedestrian safety awareness in Los Angeles County; and

WHEREAS: Because of a clerical error, the Schedule of Prices (page 1.30), Task Five, Radio Out-of-Home Advertising erroneously quotes the Contractor's price at \$109,000. The correct price is \$108,000; and

WHEREAS: The parties wish to extend the time for performance of these services an additional six months with no additional cost.

NOW, THEREFORE, the parties agree to amend the Contract as follows:

FIRST: The Contractor will provide the specified pedestrian safety awareness public education program throughout the County;

SECOND: Part I, Section 2, F1, a and b (page 1.11) the dates are amended to read June 30, 2005.

THIRD: Part I, Section 2, F2, a, b, and e-g (page 1.12) the dates are amended to read June 30, 2005.

FOURTH: Part I, Section 2, F2, j (page 1.13) the date is amended to read May 30, 2004.

FIFTH: Part I, Section 2, G6 (page 1.15) the date is amended to read June 30, 2005.

SIXTH: Part I, Section 2, G6, C (page 1.16) the date is amended to read June 30, 2005.

SEVENTH: Part I, Section 2I, Duration of Contract (page 1.16), first sentence is amended to "This Contract's performance period shall commence upon Board approval and execution by the Director and continue until June 30, 2005."

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EIGHTH: Part I, Section 6, Task Five, the Contractor's price to perform is amended to \$108,000.

NINTH: Part I, Section 6, Schedule of Prices, the following sentence will be added after the last sentence: "If during the Contract period the Contractor has excess funds available from any of the tasks, the excess funds can be used in the sole discretion of the Director or designee to fund increased service with respect to other tasks so long as the total amount of the contract remains unchanged. The total amount of the Contract shall not exceed \$450,000."

TENTH: All other prices, terms, conditions, requirements, and specifications of the original Contract shall remain in effect and unchanged.

[illegible]

IN WITNESS WHEREOF, the County has, by order of its Board of Supervisors, caused these presents to be subscribed by the Director of Public Works, and the Contractor has hereunto subscribed its name by and through its officers thereunto duly authorized, as of the day, month, and year hereinabove first written.

COUNTY OF LOS ANGELES

By _____
Director of Public Works

APPROVED AS TO FORM:

OFFICE OF THE COUNTY COUNSEL

By _____
Deputy

MANNING SELVAGE & LEE

By _____
Its President

By _____
Its Secretary

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